

Researching U.S. Industries

There are many reasons why the average person would want to conduct industry research. For example, if you were going to invest money in the stock market researching the company whose stock you plan on purchasing would be a good idea. An even better idea would be to also research the industry to which that company belongs. Rather than just learning about the financial prospects of one company, researching the industry will help you spot overarching trends that may affect your company (and others like it) to better determine the actual worth of your investment and the likelihood that your investment will be profitable.

Similarly, in the legal industry there are also many reasons why an attorney would want to conduct industry research. For example, when engaged in complex litigation it is sometimes necessary to understand how an entire industry functions in order to assess your clients claim against a particular company within that industry. Researching the industry will help you determine industry norms and standards, as well as provide you with a list of other similar companies which you could contact for further explanation of typical industry practices. In addition to serving current clients, researching industries can also be a good way for attorneys to locate new clients. By researching the industries associated with clients you have already worked successfully with you will be able to locate additional clients to market yourself to in the same field.

While there are many resources available for researching U.S. Industries, this guide will focus on industry resources that would be most applicable for researching industries in the legal context. This guide will help you:

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1. Define the Industry

There are several systems used to classify business entities for industry research. Many of the resources used for industry information may define an industry based on broader criteria, such as Standard Industrial Classification (SIC) or North American Industry Classification System (NAICS) codes. Understanding how these systems work can make researching easier because they are used by many databases, print sources, and the U.S. government in their indexing, charts, graphs, and lists.

Beginning in the 1930s, the industry coding system used to assign industry codes was the SIC, which groups establishments by the types of products or services they produce. Due to changes in economic conditions and the need to better track new and expanding industries, the NAICS system was established in 1997 through a cooperative effort between the United States, Mexico and Canada to replace the SIC system.

The NAICS system groups establishments according to similar production processes rather than by the types of products or services actually produced. NAICS uses a six digit hierarchical coding system to classify all economic activity into twenty industry sectors. Five sectors are mainly goods-producing sectors and fifteen are entirely services-producing sectors. This six digit hierarchical structure allows greater coding flexibility than the four digit structure of the SIC system. NAICS allows for the identification of 1,170 industries compared to the 1,004 found in the SIC. For example, see the chart below for a comparison of the NAICS and SIC hierarchies for peanut butter manufacturing.

	NAICS	SIC
Letter	N/A	<i>Division:</i> D Manufacturing
2 Digit	<i>Sector:</i> 31 Manufacturing	<i>Major Group:</i> 20 Food And Kindred Products
3 Digit	<i>Subsector:</i> 311 Food Manufacturing	<i>Industry Group:</i> 209 Miscellaneous Food Preparations And Kindred
4 Digit	<i>Industry Group:</i> 3119 Other Food Manufacturing	<i>SIC Industry:</i> 2099 Food Preparations, Not Elsewhere Classified
5 Digit	<i>NAICS Industry:</i> 31191 Snack Food Manufacturing	N/A
6 Digit	<i>National Industry:</i> 311911 Roasted Nuts and Peanut Butter Manufacturing	N/A

As you can see from the chart above, NAICS 311911 is very specific -it groups together only the manufacturers of roasted nuts and peanut butter. Using NAICS 311911 in your research will provide much more relevant information about the peanut butter manufacturing industry than the more general

SIC 2099, "Food Preparations, Not Elsewhere Classified" which groups together manufacturers of peanut butter with manufacturers of shredded coconut, bouillon cubes, tofu, tortillas and more.

While NAICS is the standard used by Federal agencies in classifying businesses for the purpose of collecting, analyzing and publishing statistical data related to the U.S. business economy, many other databases and print resources still refer only to the SIC system. It is a good research practice to be familiar with both the NAICS and SIC codes applicable to the industry you are researching.

SELECT RESOURCES:

North American Industry Classification System (NAICS):

This resource is available at <http://www.census.gov/eos/www/naics/> or in print (Call Number HF1042. N67 2007, Location LANGSAM Stacks).

Standard Industrial Classification System (SIC):

This resource is available at <http://www.osha.gov/pls/imis/sicsearch.html>.

CONVERSION TABLES:

Encyclopedia of American Industries:

Includes SIC to NAICS and NAICS to SIC Conversion Guides. This resource is available to UC students and faculty at <http://ebooks.ohiolink.edu/xtf-ebc/view?docId=tei/gale/eai/eai.xml&query=&brand=default> or in print (Call Number HC102 .E53 2008, Location LANGSAM Reference).

Industry Code Crosswalk:

Converts Standard Industrial Classification Code to North American Industry Classification System Code. See <http://lmi.state.oh.us/Special/SicToNaicsCrosswalk.htm>.

2. Search General Industry Sources:

General industry reports are usually compiled using secondary data gathered from government publications, trade organizations, commercial publishers and other sources. These research reports are generally convenient and cost effective because they are available on demand and they eliminate the need for you to sift through large quantities of primary data. The disadvantage to using these reports is that they may provide information that is too general for your research purposes, they may be outdated, and the information used to compile the report may not always be reliable.

SELECT RESOURCES:

Encyclopedia of American Industries:

Volume one provides separate coverage of 459 manufacturing industries. Volume two presents 545 essays covering the service and other non-manufacturing industries in the United States. Combined, these two volumes provide individual essays on every industry recognized by the U.S. Standard Industrial Classification (SIC) system. Both volumes are arranged numerically by SIC code for easy use and also include the corresponding North American Industry Classification System (NAICS) code(s). SIC to NAICS and NAICS to SIC Conversion Guides are also included. This resource is available to UC students and faculty at <http://ebooks.ohiolink.edu/xtf->

ebooks.ohiolink.edu/xtfebc/view?docId=tei/gale/eai/eai.xml&query=&brand=default or in print (Call Number HC102 .E53 2008, Location LANGSAM Reference).

Encyclopedia of Emerging Industries:

Provides essays covering specific businesses as well as broad business sectors that have shown evidence of significant growth in the recent past or potential for exemplary growth in the near future. The essays focus on offshoots of relatively new industries, such as developments in electronic commerce, Web development, minimally invasive medical technologies, and genetic engineering. Essays include Industry Snapshots, and information on Organization and Structure, Background and Development, Current Conditions, Industry Leaders, Work Force, Global Marketplace, Research and Technology and Further Reading. This resource is available to UC students and faculty at http://ebooks.ohiolink.edu/xtfebc/view?docId=tei/gale/eei/eei.xml;chunk.id=eei_0005_0001_0_00001.xml;toc.depth=1;toc.id=;brand=default or in print (Call Number HD2324 .E527, Location LANGSAM Stacks).

Hoover's Industry Overviews:

Provides industry snapshots with essays and statistics. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Mergent Industry Reports (f/k/a Moody's):

Provides regional coverage for North America and Asia-Pacific. Each report gives a summary and full analysis for the current environment, an industry profile, and market trends and outlook. The reports also include country analysis for these industries. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Snapshot Series:

Contains over 630 reports designed to provide instant market research overviews of this geographic region. Topics covered include: Market size, Market Segmentation, Market Shares, Company Web sites, Market Forecast and Socio-Economic Data. The data is supplied in both graphical and tabular format for ease of interpretation and analysis. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Standard & Poor's Industry Surveys:

Presents individual reports on approximately 60 industries. The reports include data and analysis current environment, industry trends, how the industry operates, key industry ratios and statistics, and comparative company analysis within the industry. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

U.S. Industry & Trade Outlook:

Provides an industry-by-industry overview of the U.S. economy and for each industry chapter includes: Historical data on shipments, imports, exports, and employment; Discussions of industry trends, technology, and international competition; One-, two-, and five-year forecasts; Recent trade patterns and major country markets; Graphs highlighting domestic and international trends; Reference lists for further research. (Call Number HC106.5 .A265, Location LANGSAM Stacks).

Value Line:

Brief industry reports are contained in the Investment Survey. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

3. Narrow your Search with Market Research Reports:

Market research reports provide more specialized information than the general reports discussed above. Like general reports, these reports often contain secondary data. However, unlike general reports, market research reports also include primary data gathered from interviews and investigation. These reports are generally also much longer and provide much more in depth industry coverage than general reports.

SELECT RESOURCES:**ABI/INFORM First Research Industry Reports:**

Owned by D&B, First Research is the leading Internet provider of editorial-based industry insight, specifically tailored toward sales professionals. Reports include Industry Overviews, Industry Indicators, Quarterly Industry Updates, Business Challenges, Trends and Opportunities, Call Preparation Questions, Financial Information, Industry Forecasts, Web Links and Acronyms. First Research Reports are available on ABI/INFORM. To find a report on your industry, select the Publications tab. Select First Research Industry Profiles and then select your industry. This resource is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Business Insights:

Provides market research reports that focus on the areas of: eCommerce/Technology, Financial Services, Healthcare, Consumer Goods, Energy and Human Resources. This resource is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Freedonia Focus Market Research Reports:

Provides industry outlooks for over 350 industries. Each report provides access to a wealth of industry insights and analysis including: market size, product segmentation, market segmentation, product forecasts, industry composition, market leaders, and business trends. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

IBISWorld:

Provides in-depth industry analysis for over 700 U.S. industries in all major U.S. industry sectors at the 5-digit NAICS level. Reports contain: key statistics, market characteristics, segmentation, industry conditions, industry performance, key competitors, key factors, and industry outlook and forecast. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

ICON:

Provides more than 70,000 reports covering 25,000 companies in 2,000 industries in more than 200 countries. Provides concise summaries of: latent market forecasts, pro-forma financials, import competition profiles, contacts, key references and trends. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

INVESTEXT:

Click on "Research", then Click on "Conduct Research Report Search", then type the SIC or NAICS code or the text name of the industry. Make sure you click on "Industry" in the "report type" box, change the date of report from 90 days to the time period you desire, then click on search. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Marketline:

Provides 3,000 industry profiles. Each includes: Overview & Size, Segmentation, SWOT Analysis, Competitive Landscape, Leading Companies, Definitions & Key Terms, and Forecasts. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

MarketResearch.com Academic:

Provides full-text market research reports. Two kinds of reports are available, full-blown market research reports and "Market Looks", a 10-15 page data and graphics report on various markets. Topics range from Beverages to Food, from Healthcare to Telecommunications. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Plunkett Research:

Covers industry-specific research portals for several industry sectors from energy to e-commerce and retailing to financial services. It includes market research and trends analysis, glossaries, statistics, company profiles and contacts and industry associations and organizations. The Build-A Report feature also allows customized industry reports to be created. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

4. Check Industry Norms & Ratios

Financial statements, also known as "industry norms" or "operating ratios" are used when comparing a company's performance to competitors in its industry. Financial and operating ratios are derived from company annual financial statements. The financial information is converted into ratios in order to provide a basis for comparison. Ratios are calculated for categories such as liquidity, asset management, debt management, profitability, and market value. They are used to study changes in a company's operations over time. Ratios for a particular company are also compared with those for the industry as a whole or with those for a specific competitor or group of competitors. The purpose is to identify and then analyze deviations from industry averages. These figures are published by industry groups, banks, and trade associations for use as benchmarks. They are compiled by analyzing the financial statements of companies in that particular industry and calculating the mean or average figure for selected categories.

SELECT RESOURCES:**Almanac of Business and Industrial Financial Ratios:**

Provides comparative financial data and benchmarks for 199 industry groups based on IRS corporate tax return data. Data is categorized into 13 asset sizes within industry groups. Ratios are provided for both balance sheet and income statement tables. Income data includes selected expense items as a percentage of sales. (Call Number HF5681.R25 A55, Location LANGSAM Reference).

BizMiner:

Provides industry analysis for 16,000 lines of business in 300 U.S. markets. It covers financial profiles, financial ratios, profit and loss profiles, regional business profiles, local market research reports, and retail sales/square foot report. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Cost of Capital Yearbook:

A complete source for the statistics that business valuation to conduct industry analyses. The yearbook is a key performing discounted cash flow analyses. Its calculated values, including cost of equity and weighted average cost of capital estimates, facilitate comparisons across industries. (Call Number HC110.C3 C67, Location LANGSAM Reference).

Dun and Bradstreet's Industry Norms and Key Business Ratios:

Provides financial and operating ratios for more than 800 lines of businesses, arranged by SIC. (Call Number HF5681.R25 I52, Location LANGSAM Reference).

Factiva:

Click on "Companies/Markets" then click on "Company" then type your company name and click on the search icon. Select your company from the list then click on "Reports", then click on "Ratio Comparison Report." This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Financial Studies of the Small Business:

Studies include historical income statements, balance sheets, and financial ratios, with primary focus on small businesses capitalized at less than \$1 million. Income data includes labor, advertising expense, travel, rent, insurance, officer/executive compensation, depreciation, and interest expense as a percentage of sales. (Call Number HD2346.U5 F55, Location LANGSAM Stacks).

IRS Corporate Financial Ratios:

Provides 10 years of financial data for over 250 industries. (Call Number HF5681.B2 I2, Location LANGSAM Reference).

Mergent Equity Portraits (f/k/a Moody's):

Search by company name or ticker symbol, then select "portraits", then "equity portrait." This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Risk Management Association (RMA; f/k/a Robert Morris Associates) Annual Statement Studies:

Data categorized by company size and includes historical income statements, balance sheets, and financial ratios for over 700 industries. Note: RMA omits the ratio values when there are less than 10 statements in a sample. (Call Number HF5681.B2 R6, Location LANGSAM Reference).

Standard & Poor's Analyst Handbook:

Contains historical financial statistics from 1967. It also contains selected financial ratios, income statement, and balance sheet items. (Call Number HG4519 .S7, Location LANGSAM Latest in Ref).

Standard & Poors Industry Survey:

Select your industry, then Look for the sections "Key Industry Ratios" and "Comparative Company Analysis." This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Thomson One Banker:

Provides industry ratios and peer ratios. To find the data, Type the stock symbol in the companies search box, then on the company page, click on Comparables on the left column. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

5. Locate Statistics

In addition to financial ratios and industry norms, statistics can also help a researcher to evaluate historical industry performance, compare current industry performance and predict future trends within various industries. The sources listed below provide a general sampling of statistical resources available for industry research. However many specialized groups, like trade associations, also publish statistical resources for particular industries and you should also check those sources for other statistical information pertaining to your industry.

SELECT RESOURCES**County Business Patterns:**

Provides data on a number of establishments, total employment and payroll. Data is presented in SIC groups. See <http://www.census.gov/econ/cbp/index.html>.

Current Industrial Reports:

Bureau of the Census reports on various industries in the U.S. Each report presents statistics on production, shipments, exports, imports, and consumption. See <http://www.census.gov/manufacturing/cir/index.html>.

Industry-Specific Trade Data:

U.S. Dept. of Commerce statistics covering the following industries: Aerospace, automotive, building products, consumer goods, energy, environmental technologies, health, metals, textiles and apparel. See http://ita.doc.gov/td/industry/otea/OTII/want2_industry.html.

Industry Statistics on State of the Nation Library:

Industry statistics from various government agencies. Includes the Current Industrial Reports. See <http://www.stat-usa.gov/online.nsf/vwSumTest?OpenView>.

Major Economic Sectors Data:

UC resources on major economic sectors of the U.S. See http://www.libraries.uc.edu/research/subject_resources/business/research_res/us_economy.html#major.

Mergent Industry Review (f/k/a Moody's):

Statistical, financial information and ratios on approx. 4,000 companies. Information is arranged by

industry, in 145 industry groups. (Call Number HG4501 .M665, Location LANGSAM Latest in Ref.).

Plunkett:

Covers industry-specific research portals for several industry sectors from energy to e-commerce and retailing to financial services. Includes market research and trends analysis, glossaries, statistics, company profiles and contacts and industry associations and organizations. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Standard and Poor's Analyst's Handbook:

Data includes composite corporate per share data for over 30 years, for over 72 industries. Statistics cover 13 components, including sales, operating profits, depreciation, earnings, dividends, prices, etc. Contains historical financial statistics from 1967. (Call Number HG4519 .S7, Location LANGSAM Latest in Ref).

STAT-USA:

Operated by the U.S. Department of Commerce. The 19 separate file areas, with over 700 daily updated files, contain current economic and trade information, such as business statistics, economic indicators, foreign trade, monetary statistics, national income, price and productivity statistics, regional economic statistics, summaries of current economic conditions, U.S. treasury auction results, and employment statistics. See <http://www.stat-usa.gov/>.

Value Line Investment Survey:

One page industry reports on 100 industries. The data is geared to the investor. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

6. Locate Trade & Professional Associations

Trade and professional organizations exist for nearly every industry. These organizations often collect and publish valuable data about their members' areas of interest. Some organizations will share information with the public, but others make data available only to members. Publications by trade organizations may provide more detailed information on an industry than the information found in the reports listed above.

SELECT RESOURCES

Associations Unlimited:

Provides information about associations and professional societies, listings for nonprofit membership organizations of U.S. national, regional, state, and local, or international scope; in addition to 144,000 listings of the encyclopedia of associations series, nearly 300,000 additional nonprofit organizations have been added to this database. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Encyclopedia of Business Information Sources:

Identifies associations within a particular industry. Search by keyword for the industry or search by association name. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

National Trade and Professional Associations of the United States:

The National Trade and Professional Associations of the United States lists 8,100 national trade associations, professional societies and labor unions and their key executives. (Call Number HD2425 .D53, Location LANGSAM Latest in Ref)

Plunkett Research:

Search and view industry-specific associations, trade organizations and professional societies. Also, you can click through to the websites of these associations. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

World Chamber of Commerce Directory:

Provides geographical listings of Chambers of Commerce in the United States and Canada. Also lists foreign Chambers of Commerce in the U.S. and international embassies and foreign consular offices in the U.S. and U.S. Chambers abroad. (Call Number HF294 .W75, Location LANGSAM Latest in Ref)

7. Search Legal & Regulatory Issues

The legal and regulatory climate in which an industry operates can be very complex. Businesses are subject to federal, state, local and agency laws and regulations. The sources listed below provide a general collection of legal and regulatory resources available for industry research. However, many different agencies are responsible for regulating industries. You should also be sure to check the agencies responsible for regulating your industry for any additional legal or regulatory issues that may be of interest.

SELECT RESOURCES**American Law Reports:**

Provides articles with analysis of specific legal issues for most industries. The reports consist of discussions of cases (with case references) about specific issues. (Call Number KF132. A56, Location LAW Main).

Consumer Products Safety Commission:

This site lists the CPSC's regulations, laws & information for manufacturers, importers, distributors & retailers, and provides a database of product recalls. See the business section to find regulations. You can also search for recalls here. See <http://www.cpsc.gov/>.

EPA's Sector Facility Indexing Project:

This site provides access to a wide range of environmental information about regulated facilities in several industries. See <http://www.epa.gov/sfipmtn1/>.

GPO Access:

Provides access to the U.S. Code, Federal Register and other government publications. See <http://www.gpoaccess.gov/>.

Lexis:

Provides access to multiple legal and regulatory databases. This database is available to UC LAW students and faculty at <http://www.lexisnexis.com/lawschool/login.aspx>.

LexisNexis Academic:

Contains full text news, business and legal information. Use the Legal tab to find legal cases or law review articles. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

MERCATUS Center:

Housed at George Mason University, the Center publishes in depth studies of many proposed regulations. See <http://mercatus.org/research-areas>.

PACER (Public Access to Court Electronic Records): Provides access to federal district, appellate and bankruptcy cases. This service is available to UC LAW students and faculty. Please see a reference librarian for assistance with this service.

OSHA Inspections:

Provides tools which locate OSHA inspections conducted within a particular establishment or industry group. See <http://www.osha.gov/oshstats/index.html>.

Regulations.Gov:

Allows searching across many agencies for proposed regulations accepting comments from the public and provides case dockets from many agencies. See <http://www.regulations.gov>.

Right to Know Network:

Provides free public access to environmental information from several databases managed by the Environmental Protection Agency. See <http://www.rtknet.org/db>.

Securities and Exchange Commission (SEC) EDGAR Search:

Many legal issues are discussed in annual corporate reports of the companies in the industry, which provide general industry information as well as specific company information. They also identify government regulations affecting the industry and often give market share information. Look up reports from several companies in the industry to locate reoccurring issues. See <http://www.sec.gov/edgar/searchedgar/webusers.htm>.

U.S. Court of Appeals 6th Circuit:

Covers federal cases in Kentucky, Michigan, Ohio and Tennessee. See <http://www.ca6.uscourts.gov/internet/index.htm>.

Westlaw:

Provides access to multiple legal and regulatory databases. This database is available to UC LAW students and faculty at <https://lawschool.westlaw.com>.

U.S. Food & Drug Administration Docket System:

The official repository for the administrative proceeding and rule-making documents for the FDA. See <http://www.fda.gov/RegulatoryInformation/Dockets/default.htm>.

8. Locate Periodical Articles

The latest industry developments are often found in articles published in journals, newsletters and trade publications. In addition to these resources it is generally a good idea to also search local and regional publications. Smaller publications will often contain much more detailed information about local companies within the industry you are researching than would be found in a larger publication, like the Wall Street Journal. Keep in mind, many smaller publications are not available through other services like Westlaw and Lexis and must be searched separately.

SELECT RESOURCES

BizJournals:

Major publisher of local and regional business journals. See <http://www.bizjournals.com/bizjournals/w7.html>.

Business and Company Resource Center with PROMPT:

Business and Company Resource Center is a fully integrated resource bringing together company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals. Predicast's PROMT database is fully integrated in this database. Search this database to find detailed company and industry news and information. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Business & Industry:

Includes over 500 full-text trade and industry journals covering 190 countries. Coverage from 1994-6/30/2006. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Business Source Complete:

Business database with full text entries for over 3,600 serials, including over 1,000 peer-reviewed business journals. Additional content includes financial data, books, monographs, major reference works, book digests, conference proceedings, case studies, investment research reports, industry reports, market research reports, country reports, company profiles, SWOT analyses and more. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

Lexis:

Provides access to multiple news databases. This database is available to UC LAW students and faculty at <http://www.lexisnexis.com/lawschool/login.aspx>.

LexisNexis Academic:

Contains full-text news, business and legal information. Use the News tab to search articles by specific terms and/or sources. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

MetaGrid:

Catalog for over 8000 worldwide newspapers and magazines. See <http://www.metagrid.com/>.

New York Times:

The New York Times (1851-2006) offers full page and article images with searchable full text back to the first issue. The collection includes digital reproductions providing access to every page from every available issue. This database is available to UC students and faculty at http://www.libraries.uc.edu/research/articles/ar_all.php.

NewsVoyager

Gateway to local newspapers available online. See <http://www.newspaperlinks.com/voyager.cfm>.

Westlaw:

Provides access to multiple news databases. This database is available to UC LAW students and faculty at <https://lawschool.westlaw.com>.